LEO BURNETT COMPANY, *Inc.*

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American Druggist, June 4, 1956
Chain Store Age (Drug), June, 1956
Chain Store Age (Grocery), June, 1956
College Store, June, 1956
Progressive Grocer, June, 1956
Wind, June, 1956
Food Topics, June 18, 1956
Food Mart News (S. Calif.), June 1, 1956
Food Mart News (Chicago), June 1, 1956
Grocer Graphic, June 5, 1956
Super Market News (B&W), June 4, 1956

"where'd you get the box?"

Marlboro's famous Flip-Top Box is formed from flat sheets on intricate machines, parts of which are more precise than the faultless Rolls Royce engine. These machines have to be imported, and due to the unprecedented demand for Marlboros we've had to fly several extra ones to this country.

The Flip-Top Box is the most important advance in cigarette packaging for 38 years. It's another reason why Marlboro is the most talked-about cigarette of our time.

Marlboro

THE FILTER CIGARETTE IN THE FLIP-TOP BOX

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